

Number of ECTS credits : 2

Course language : English

Course leader : POHARDY Olivier

Faculty : TAYLOR Andrew

≡ COURSE DESCRIPTION

This course is designed as an introduction to press relations. As such it examines both how journalists function and how companies can best communicate their messages to the media. It looks at the principle tools of press relations, assesses their effectiveness and draws attention to how to write for the press. The shifting landscape due to such elements as the multiplication of media, the rise of social networks and the changing organisation of editorial teams will also be examined.

≡ COURSE OBJECTIVES

Understand the role of press relations in a communications strategy.

Understand how journalists work.

Know the different press relations tools.

Tailor press relations to a particular target.

≡ TACKLED CONCEPTS

Press relations and communications. Relations with media and journalists. Press relations strategy. Press relations tools.

≡ LEARNING METHODS

Theory and practice. Case studies.

≡ ASSIGNMENTS

Read the press and press relations documents

≡ BIBLIOGRAPHY

- The Economist Style Guide, <http://www.economist.com/styleguide/introduction>
- Bland M, (2005), Effective Media Relations: How to Get Results : Kogan Page Publishers
- Kotzakolios M, (2012), Press Release Magic : Kindle edition
- Bivins T, (2010), Public Relations Writing: The Essentials of Style and Format, McGraw-Hill

≡ EVALUATION METHODS

≡ SESSIONS

1

CLASS: 03h00

Introduction: What is press relations?

How do journalists work?

What skills are needed to perform press relations?

What is press relations' place in an organisation?

The relationship between marketing, advertising and press relations.

The pros and cons of working in-house, in-agency or freelance.

2

CLASS: 03h00

Networks to source and place news.

Institutional press relations: coherence of the message, to comment or not to comment

Journalistic style.

Dos and donts

3

CLASS: 03h00

Press relations tools:

- The press release
 - The press pack
 - The press list
 - The bylined article
 - The photo
 - The press conference
 - The press trip
 - The interview
 - The pitch
 - Social networks
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4

CLASS: 03h00

Tracking press relations' impact : press review, advertising equivalent, etc

International press relations

Final exam
